What is claimed is:

1. A plate inserting apparatus comprising:

a loader for holding a new plate inserted in a lateral direction and feeding the new plate to a plate cylinder;

a first regulating member for regulating a position of one side edge of the new plate inserted in said loader;

a second regulating member for regulating a position of the other side edge of the new plate inserted in said loader, thus positioning the new plate in a widthwise direction in cooperation with said first regulating member; and

first moving means for moving the new plate inserted in said loader in a direction substantially perpendicular to a plate surface, thus accommodating the new plate between said first and second regulating members.

2. An apparatus according to claim 1, wherein said second regulating member is supported in said loader to be movable in a direction to come close to and separate from said first regulating member.

3. An apparatus according to claim 2, further comprising second moving means for moving said second

regulating member toward said first regulating member.

4. An apparatus according to claim 1, further comprising a bar which extends in an inserting direction of the new plate and engages with a bent portion at one end of the new plate inserted in said loader.

5. An apparatus according to claim 4, wherein the new plate supported by said bar is moved by said first moving means as said bar moves.

6. An apparatus according to claim 4, wherein the new plate supported by said bar is moved by said first moving means about said bar as a swing center.

7. An apparatus according to claim 6, wherein said apparatus further comprises a plate removal/feed switching guide which is supported at a distal end of said loader and which is switched between plate removal operation and plate feeding operation, and said bar is supported by said plate removal/feed switching guide.

8. An apparatus according to claim 1, wherein said first moving means comprises a new plate moving member for abutting against the plate surface of the new plate, thus moving the new plate.

9. An apparatus according to claim 8, wherein said new plate moving member comprises a support plate supported to be swingable, and a plurality of rollers supported by said support plate to touch the plate surface of the new plate, and said first moving means comprises a driving unit for swinging said support plate.

10. An apparatus according to claim 4, further comprising a guide bar provided outside said loader to guide the bent portion of one end of the new plate to said bar.

11. An apparatus according to claim 10, wherein said guide bar is arranged above said bar.

12. An apparatus according to claim 10, further comprising disengaging means for moving said bar in a direction to come close to said plate cylinder, thus disengaging said bar and the new plate accommodated in said plate accommodating section from each other.

13. An apparatus according to claim 1, wherein said second regulating member has a tapered surface on an inner side thereof against which the other side edge

of the new plate abuts.

14. An apparatus according to claim 1, wherein said loader has a slit in a side surface thereof for allowing insertion of the new plate, and said second regulating member is provided at such a position not regulating insertion of the new plate into said loader.

15. An apparatus according to claim 14, wherein said second regulating member is formed smaller than said first regulating member by an amount corresponding to a width of the slit in a direction toward the plate surface of the new plate.